

SUPPORTING STATEMENT
United States Patent and Trademark Office
USPTO Summer Teacher Institute
OMB CONTROL NUMBER 0651-0077
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B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Universe and Respondent Selection

Data from the USPTO National Summer Teacher Institute on Innovation, STEM, and Intellectual Property (NSTI) Program Surveys are used to evaluate the effectiveness of the NSTI program in preparing and encouraging teachers to incorporate additional STEM, innovation, and intellectual property (IP) materials into their classrooms. The Teacher Institute expects to survey all participants (up to 100 individuals) in the Summer Teacher Institute. The office will also host various webinars following up on STEM, innovation, and IP tools, instructional strategies and resources for educators. An additional survey will be extended to participants in the webinar. Between the two surveys, the program expects a total of 400 individuals. Individuals will be allowed to participate in both surveys as the topics and customer feedback address different individual and program needs. Therefore, the final respondent pool from the 3,000 inquiries will likely be around 1,800 unique customers.

Sampling Method

In essence, the sample for this survey is the same as the respondent pool. The respondent pool of approximately 400 users is small enough that all respondents will be included within the possible sample pool. Assuming a 60% response rate, 240 of the 400 users will respond which should ensure adequate representation across all user groups. After the first year, the respondents will be analyzed to determine if feedback indications an oversampling or undersampling of various program participants. If so, future surveys may be conducted using various sampling techniques or filters as the general nature characteristics of participants in the program are better understood.

2. Procedures for Collecting Information

Email addresses are collected from applicants when they initiate contact with USPTO Summer Teacher Institute. Both surveys are voluntary survey, completing or declining to complete them has no affect on an individual's inclusion in the Institute or any webinars. The survey period will be open for a period of five (5) weeks. Individuals not responding within the initial three (3) weeks will be sent a second email message and link seeking their participation. There will not be any additional follow-up conducted for this survey

3. Methods to Maximize Responses

The USPTO Teacher Institute Surveys are essentially customer satisfaction surveys using an online survey instrument. The survey results will only be used internally by the USPTO to determine effectiveness of the Summer Teacher Institute Program and whether any modifications are necessary to increase the effectiveness. The results are influential in terms of the Institute itself, but the survey is not designed or intended to measure the core USPTO functions – the patent examination, trademark registration process, provision of domestic and global leadership to improve IP policy, protection, and enforcement worldwide – or influence any other agency initiatives. There are no unusual problems requiring specialized sampling procedures, thus survey responses are not weighted or imputed to estimate for the entire universe or account for non-response. Analysis will be based primarily on response frequencies and simple cross-tabulations.

Given the limited scope, complexity, and influence of this survey, the USPTO does not utilize extensive follow-up enumeration via outside contractors to boost response rates. However, efforts are made within the current survey design to maximize response rates to enhance the reliability of survey results. These include:

- Use of properly defined respondent pool/sample. A survey link will only be sent to individuals who indicated, in their registration for the Institute or webinar, a willingness to be surveyed regarding their experience.
- A 5-week survey period will allow for correction of invalid email addresses and survey links being re-sent.
- Assuring all participants that the responses will be kept confidential and only aggregated data will be used.
- Follow-up reminders sent to customers who have not responded in the first 3 weeks.
- Use of survey instrument (i.e. survey monkey) that is both brief and simple. Questions are geared towards measuring satisfaction and do not require any additional research by respondents. The emailed survey link sends the respondent directly to the instrument, and does not require sign-ups, IDs, logins, etc.
- The primary USPTO Summer Institute contact information is provided within the email notification and also on page 1 of the survey in case a respondent has any questions or concerns about survey content.

4. Testing of Procedures

The USPTO has conducted similar limited pool surveys for years. Although the surveys were not included in the program pilot, the USPTO Summer Teacher Institute is conducting the surveys on a pilot basis and will make changes based on the feedback it receives from the participants and stakeholders. Because the pool of respondents is both small and the survey is provided only after previous contact with an USPTO program, thus limiting the possible confusion or mis-interpretation of the survey instrument. Given these factors, special testing is not considered necessary.

5. Contact for Statistical Aspects and Data Collection

The Office of Education and Outreach managed by the Office of the Under Secretary of Commerce for Intellectual Property and and Director of the USPTO is responsible for conducting and summarizing the USPTO Summer Teacher Institute Survey. Sue Ann Applewhite is the point of contact for this survey and can be reached by phone at (571) 272-5401 or by e-mail at sue.applewhite@uspto.gov.